CLAIMS:

1. An apparatus (200) for generating a content presentation signal comprising:
an interface (201) for a content source (203), the content source (203) comprising a plurality of content data streams (301, 303, 305, 307) comprising content data associated with a content signal and a virtual content stream (309) comprising content data pointers to the content data of the plurality of content data streams (301, 303, 305, 307);

means (205) for retrieving the virtual content stream (309) through the interface (201);

means (209) for retrieving content data pointers from the virtual content stream (309) in response to a presentation criterion; and

means (211) for generating the content presentation signal from content data of the plurality of content data streams (301, 303, 305, 307) associated with the retrieved content data pointers.

2. An apparatus as claimed in claim 1 wherein the virtual content stream (309) comprises synchronisation information related to the content data associated with the content data pointers, and the means (211) for generating the content presentation signal is operable to generate the content presentation signal in response to the synchronisation information.

3. An apparatus as claimed in claim 1 wherein the means (211) for generating is operable to generate the content presentation signal from a subset of content data streams.

4. An apparatus as claimed in claim 1 wherein the means (211) for generating is operable to generate the content presentation signal as an interleaved content data stream by interleaving the content data of the plurality of content data streams (301, 303, 305, 307) associated with the retrieved content data pointers

5. An apparatus as claimed in claim 1 wherein at least two of the plurality of content data streams (301, 303, 305, 307) have different data rates

6. An apparatus as claimed in claim 1 wherein at least one of the plurality of content data streams (301, 303, 305, 307) is a non-interleaved content data stream.

7. An apparatus as claimed in claim 1 wherein at least one of the plurality of content data streams (301, 303, 305, 307) is an elementary data stream.

8. An apparatus as claimed in claim 1 wherein at least one of the plurality of content data streams (301, 303, 305, 307) is an audiovisual signal.

9. An apparatus as claimed in claim 1 wherein the presentation criterion is a desired content presentation signal bandwidth characteristic.

10. An apparatus as claimed in claim 1 wherein the presentation criterion is a desired content presentation signal quality characteristic.

11. An apparatus as claimed in claim 1 wherein the presentation criterion is a bandwidth limitation related to the interface (201).

12. An apparatus as claimed in claim 1 wherein at least one of the plurality of content data streams (301, 303, 305, 307) is a single content type content data stream, and the apparatus further comprises means for generating a single content type presentation signal by retrieving the single content type content data stream.

13. An apparatus as claimed in claim 1 wherein further comprising buffering means (207) for buffering the virtual content stream.

14. An apparatus as claimed in claim 1 wherein the content source (203) is a content signal storage medium

15. A storage medium (300) for a content signal comprising:

a plurality of content data streams (301, 303, 305, 307) comprising content data associated with the content signal; and

a virtual content stream (309) comprising content data pointers to the content data of the plurality of content data streams;

wherein the virtual content stream comprises synchronisation information related to the content data associated with the content data pointers.

16. A storage medium as claimed in claim 15 wherein at least one of the plurality of content data streams (301, 303, 305, 307) comprises interleaved content data associated with a plurality of content sub-signals and sufficient for generation of the content presentation signal

17. A method for generating a content presentation signal from content data of a content source (203) having a plurality of content data streams (301, 303, 305, 307) comprising content data associated with a content signal and a virtual content stream (309) comprising content data pointers to the content data of the plurality of content data streams(301, 303, 305, 307); the method comprising the steps of:

retrieving the virtual content stream through the interface (201);

retrieving content data pointers from the virtual content stream (309) in response to a presentation criterion; and

generating the content presentation signal from content data of the plurality of content data streams (301, 303, 305, 307) associated with the retrieved content data pointers.

18. A computer program enabling the carrying out of a method according to claim 17.

19. A record carrier comprising a computer program as claimed in claim 18.